

# City of Greenville Media Release

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**FOR IMMEDIATE RELEASE**

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## **COMMUNITY INPUT WILL BE BASIS FOR SIRRINE-HAYNIE AREA MASTER PLAN**

Beginning on August 22 and running through August 27, the City of Greenville, in partnership with The Charrette Group, a private joint venture, and with the professional assistance of The Lawrence Group, will be creating a Master Plan for the Serrine-Haynie area based on the input provided by local residents and neighbors, area businesses, and interested community groups. The plan will be created using the charrette process, a public design workshop series that consists of an opening presentation, numerous public meetings, design sessions, evening pin-up/input sessions, and a closing presentation. All events will take place at the Ramada Inn at 1001 S. Church Street.

To oversee the project, an advisory committee was formed to include city staff, local residents and major property owners. Members serving on the committee are:

Lillian Brock Fleming, Councilman

Nancy Whitworth, Economic and Community Development Director

Ginny Stroud, Community Development Administrator

Rob Dickson, Paradigm & Company

David Stone, Stone Properties

Felsie Harris, Neighborhood Resident

Andrea Young, Neighborhood Resident

The committee has been working to create a vision for the Serrine-Haynie area, and developed a mission statement to reflect their vision. The mission statement reads, "The Master Plan for the

Sirrine-Haynie area will be a very detailed revitalization and build-out plan that incorporates the principles of traditional neighborhood design including pedestrian-friendly mixed-use buildings; new owner-occupied and good-quality rental housing serving persons of varying incomes; a walkable, interconnected street network; protection of environmental resources; and safe and useable public parks and open spaces. This vision will be developed through a community-based design process that incorporates the ideas of residents, neighbors, property owners, local merchants, government agencies and interested investors.”

The committee chose the architectural and town planning firm The Lawrence Group - North Carolina Office to create the master plan because of the firm’s experience in working on commercial and residential in-fill in established communities. Their particular core areas of expertise include town planning, historic preservation, mixed-use urban in-fill, and residential building project types. The firm also will be directing the charrette.

According to Julie Orr Franklin, Economic Development Planner for the City of Greenville, the charrette process is the most effective way to incorporate the ideas and needs of a diverse group of citizens. “Creating a master plan using a charrette is an intense, high-energy experience for the participants and urban designers,” she explains. “Each day, the designers update the master plan based on the input they receive from the participants. In less than a week’s time, a final plan is created for viewing at the closing presentation.”

An overview of the preliminary schedule for the Sirrine-Haynie area charrette runs as follows:

	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Monday</b>
8:30am	<i>Team arrives Sets up design studio</i>  11:00 Lunch with Planning Commission	8:30 Local Merchants & Business Groups  9:30 Stormwater  10:30 Public Utilities	8:30 Affordable Housing  10:00 Real Estate  11:00 Fire & Engineering	9:00 Residents & Neighbors	Studio Closed	(Design)
Noon		Lunch	Lunch	Lunch	Lunch	Lunch
1:00 pm	1:00 Tour of Area and Project Overview	1:00 Elected Officials  2:30 Public Safety  3:30 Major Property Owners	1:00 Developers & Homebuilders  3:00 Transportation	(Design)	(Design)	<i>Close up studio and prepare final presentation</i>
5:30 pm	5:00 Dinner with Advisory Committee	Pin-up session and project update	Pin-up session and project update	Pin-up session and project update	(Design)	(Design)
6:00 pm		Dinner	Dinner	Studio Closed	Dinner	
7:00 pm	Opening Presentation by The Lawrence Group	7:00 - 9:00 Residents and Neighbors	7:00 - 9:00 (Design)	Studio Closed	7:00 - 9:00 (Design)	Reception and closing presentation by The Lawrence Group